

CANADIAN MOVING PICTURE

DIGEST

1956 HOLIDAY EDITION



From All of Us
to All of You



HOLIDAY BOUNTY!

Current and coming
attractions from M-G-M:

"THE TEAHOUSE OF THE AUGUST MOON"

(CinemaScope—Metrocolor)

Marlon Brando, Glenn Ford, Machiko Kyo, Eddie Albert, Paul Ford, Jun Negami, Nijiko Kiyokawa, Mitsuko Sawamura.

"THE OPPOSITE SEX"

(CinemaScope—Metrocolor)

June Allyson, Joan Collins, Dolores Gray, Ann Sheridan, Ann Miller, Leslie Nielsen, Jeff Richards, Agnes Moorehead, Charlotte Greenwood, Joan Blondell, Sam Levene.

"JULIE"

Doris Day, Louis Jourdan, Barry Sullivan, Frank Lovejoy. An Arwin Production.

"THE IRON PETTICOAT"

(VistaVision—Technicolor®)

Bob Hope, Katharine Hepburn, Noelle Middleton, James Robertson Justice, Robert Helpmann. A Remus Film.

"THE GREAT AMERICAN PASTIME"

Tom Ewell, Anne Francis, Ann Miller.

"EDGE OF THE CITY"

John Cassavetes, Sidney Poitier, Jack Warden, Kathleen Maguire, Ruby Dee. A Jonathan Production.

"THE BARRETTS OF WIMPOLE STREET"

(CinemaScope—Metrocolor)

Jennifer Jones, John Gielgud, Bill Travers, Virginia McKenna.

"THE LITTLE HUT"

Ava Gardner, Stewart Granger, David Niven, Walter Chiari. A Herbson, S. A. Production.

"SLANDER"

Van Johnson, Ann Blyth, Steve Cochran, Marjorie Rambeau, Richard Eyer.

"THE HAPPY ROAD"

Gene Kelly, Barbara Laage, Michael Redgrave, Bobby Clark, Brigitte Fossey. A Kerry Production.

"THE LIVING IDOL"

(CinemaScope—Color)

Steve Forrest, Liliane Montevecchi, James Robertson Justice, Sara Garcia, Eduardo Noriega. An Albert Lewin Production.

"LIZZIE"

Eleanor Parker, Richard Boone, Joan Blondell, Hugo Hass. A Bryna Production.

"RAINTREE COUNTY"

(In M-G-M Camera 65—Metrocolor)

Montgomery Clift, Elizabeth Taylor, Eva Marie Saint, Nigel Patrick, Lee Marvin, Rod Taylor, Agnes Moorehead, Walter Abel, Jarma Lewis, Tom Drake.

"THE PURPLE HARVEST"

(CinemaScope—Metrocolor)

Mel Ferrer, Pier Angeli, John Kerr, Michele Morgan, Theodore Bickel, Leif Erickson.

"THE WINGS OF EAGLES"

(Metrocolor)

John Wayne, Dan Dailey, Maureen O'Hara, Ward Bond.

"SOMETHING OF VALUE"

Rock Hudson, Dana Wynter, Wendy Hiller, Juano Hernandez, William Marshall, Sidney Poitier.

"TEN THOUSAND BEDROOMS"

(CinemaScope—Metrocolor)

Dean Martin, Anna Maria Alberghetti, Eva Bartok, Dewey Martin, Walter Slezak, Paul Henreid, Jules Munshin.

"DESIGNING WOMAN"

(CinemaScope—Metrocolor)

Gregory Peck, Lauren Bacall, Dolores Gray, Jack Cole, Tom Helmore, Sam Levene, Mike Shaughnessy, Chuck Connors.

"GUN GLORY"

(CinemaScope—Metrocolor)

Stewart Granger, Rhonda Fleming, Chill Wills, Steve Rowland.





JAY L. SMITH
EDITOR AND
PUBLISHER

FORTY-FIRST YEAR OF PUBLICATION 1915-1956

FIRST WITH THE FILM NEWS IN CANADA

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1915-1954

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Industry Highlights of 1956

By JAY L. SMITH



Another twelve months have come and gone, and as the year 1956 approaches its final days, the Motion Picture Industry in Canada looks back on the past year with mixed emotions. For some, both exhibitors and distributors, it has been a rough year. Quite a few small theatres have closed down completely, and the properties have been sold for other purposes. Many other theatres have cut down their operating periods, from six days to two or three days, and undoubtedly some of these will close before many more months have passed. On the other hand, a few brand new theatres have been built, and several that were closed a year ago, are now open, and doing well. As for the drive-ins, one or two have gone by the wayside, but a number of new ones have opened up, and generally have reported satisfactory business.

The circuits, including Famous Players and Odeon, as well as the smaller chains, have retrenched somewhat during the past twelve months. All circuits have disposed of some theatres that were losing propositions, and added others that have strengthened their positions. The capital gains achieved in the disposition of properties that were no longer profitable as operating theatres, have kept the profits of the chains at a satisfactory level, and in some cases they are actually up somewhat over last year.

The situation for the distributors is, I believe, generally improved since this time last year. With few exceptions, all companies have had bigger and better pictures this year than for the past few seasons, and

the big pictures have once more proven that there is nothing wrong with Show Business that good pictures won't cure.

Grosses of some of the companies are down from a year ago, but for others there has been a marked increase, and an indication that not only is the worst over, but with the quality of the product showing such a marked improvement, there is every reason to hope that the future is rosier than ever.

One of the most important developments in the Industry in Canada this past year, has been the very noticeable improvement in relations between exhibitors and distributors. Just one year ago these two groups were engaged in the most vicious kind of battle, with the exhibitors calling the distributors "Shylocks" who were out to gouge the exhibitors not only of a pound of flesh, but of their very life-blood, while the distributors for their part, were fully convinced that every exhibitor was a master of grand and petty larceny, and as crooked as the proverbial corkscrew.

Today, the atmosphere has changed completely. Exhibitors now realize that if the producers are to continue making the kind of motion pictures that will save the Industry from extinction as an entertainment medium, the distributors must receive a fair rental for these pictures. At the same time, the distributors have apparently recognized the fact that if they are to continue to have exhibitor-customers for their pictures, a large enough share of the box-office dollar must remain with the exhibitor to pay his operating costs and give him a profit to compensate for his work and his investment. The mere fact that today each group recognizes that the other has problems, and that neither can exist without the other,

is a forward step that promises to benefit all branches of the Industry in the future.

The bogey of Television, which a year ago had most of the exhibitors in Canada in a state of panic, today has lost much of its fearful aura. In many communities, the opposition of Television has been met and conquered, much more effectively in fact than other forms of entertainment and relaxation that have cut into the public's theatre attendance. The quality of Television programming generally has not improved during the past year, with but a few notable exceptions, and the public in many areas have become fed up with mediocre TV shows, constantly interrupted by over-long and boring commercials, and have sought out the fine entertainment provided by the many outstanding motion pictures put into release this year, at their favorite theatres. There is every reason to hope that this trend will not only continue but will be expanded in the months ahead.

A number of important changes have taken place in the personnel of the American producer-distributors, which indirectly affect the Industry in Canada. Nicholas M. Schenck, considered by many to be the Dean of the distribution field, has announced his retirement from Loew's, Inc., effective the first of the year. Mr. Schenck, who had become Chairman of the Board of Loew's-M-G-M when Arthur Loew took over the Presidency, was appointed Honorary Chairman of the Board, when Arthur Loew in turn moved from President to Chairman of the Board, with Joseph Vogel succeeding Loew as President. News of the retirement of Mr. Schenck, which was announced a few weeks later, was received with deep regret by the entire Industry.

One of the biggest news stories in the Industry during 1956, was

**Shea's Toronto,
Closes Dec. 31st.
New Policy for
Hollywood, Palace
and Runnymede
Theatres, Toronto,
Starts Dec. 28**

the sale of control of Warner Bros. by the Warner family, to an investment syndicate headed by Serge Semenenko. With the sale came the resignation from the Presidency of Warner Bros. by Harry M. Warner, who was succeeded by his brother, Jack L. Warner, formerly Vice-President in charge of production. Jack Warner, in taking over the Executive helm, still remained boss of the studios as well, and an expanded production program was put into effect.

At 20th Century-Fox, Bill Gehring, popular General Sales Manager, was appointed Executive Vice-President of the company, and assistant to President Spyros Skouras. Alex Harrison, former Western Division Manager, became the new General Sales Manager for 20th-Fox, and in a reorganization of the sales districts, Arthur Silverstone became Assistant Sales Manager, and C. Glenn Norris was appointed Division Manager of the newly-created Central and Canadian Division.

A recent change at the Metro-Goldwyn-Mayer studios saw Dore Schary step out as head of produc-

(Continued on page 5)

**"TEAHOUSE OF THE AUGUST MOON" (MGM), "BATTLE OF THE RIVER PLATE" (JARFD), "HOLLYWOOD OR BUST" (PARA.), "THE KING & FOUR QUEENS" (UA), "GIANT" (WB), "THE GIRL CAN'T HELP IT" (20th-FOX),
TOP HOLIDAY ATTRACTIONS ACROSS CANADA**

*Our very best
to you and yours*



from
THE EXECUTIVES
AND STAFF OF
EMPIRE - UNIVERSAL FILMS LIMITED

HIGHLIGHTS

(Continued from Page 3)

tion, with Benjamin Thau appointed studio administrator. Reports are that Sol. C. Siegel, independent producer whose "High Society" proved the biggest money-maker from M-G-M this year, is being sought by Joseph Vogel and the Loew's Board, to take over as V-P in charge of production.

Death took a number of important Industry figures during the past year, most prominent being Jack Cohn, Executive Vice-President and co-founder of Columbia Pictures, who passed away just two weeks ago. With his brother Harry, the President of the company, handling production on the Coast, Jack Cohn had his headquarters in New York, and had charge of the sales and distribution end of the business. Founder of the Motion Picture Pioneers, Jack Cohn was one of the most important executives in the Motion Picture Industry, and his loss will be felt by the entire Industry.

One newcomer who has made rapid strides in the Industry this past year, is Canadian financier Lou Chesler, who put up over \$20,000,000 through a corporate shell company known as PRM, to buy the entire W-B film library for Television and theatrical distribution. Chesler also attempted to secure the M-G-M library, but the Loew's Board failed to go along with the proposed deal. Through a subsidiary company, Associated Artists, headed by Elliot Hyman, Chesler is distributing the W-B reissues theatrically in the U.S., and is expected to open up a branch in Canada shortly.

Two companies have surged ahead in the past year in remarkable fashion. United Artists, which just a few years ago was in virtual bankruptcy, has continued to progress under the inspired leadership of Robert Benjamin, Arthur Krim, William Heineman, Max Youngstein and Arnold Picker, and General Sales Manager Jim Velde. Six years ago, UA was losing \$100,000 per week. This year the company will roll up a world gross of over \$63,000,000, and a record profit. Since 1951, the gross sales of UA have gone from \$18,000,000 to \$63,000,000, and the goal for next year is \$75,000,000.

The other company that has made the biggest forward steps has been RKO, which under its new owners and management, has concentrated on production of new and important pictures for the exhibitors. Under the O'Neil-O'Shea direction, production chief William Dozier has completed enough new pictures to put several into distri-

bution this year, and to guarantee delivery of 17 in the first six months of 1957. In addition to the pictures produced at the RKO studio, the company has acquired several important independent productions to add to the schedule.

O'Neil and General Teleradio bought RKO from Howard Hughes just a little over a year ago, for \$25,000,000, at a time when RKO was not only in the doldrums, but actually did not know where their next picture was coming from, or when. In the short period of time since the new group took over, RKO has bounced back with a vengeance, and once more is taking its place in the ranks of the major producer-distributors.

In Canada, no major personnel changes have taken place either among the distributors, or the two leading theatre circuits, with the exception that John J. Fitzgibbons, President of Famous Players, who for a number of months was making his headquarters at the Paramount studios in California, is now back in Toronto permanently, having bought a new home here; and that Ron Leonard has replaced Jim Hardiman as Odeon's Advertising and Publicity Director, Hardiman resigning to join National Theatres in Los Angeles.

A number of changes have occurred in distribution at the Branch level, and these are recorded in the Industry Highlights of 1956, which follow. One independent distribution company, Alliance Films, which was headed by this writer, has quit the distribution field this year, turning over its pictures and its branches across Canada, to Astral Films. Cardinal Films, headed by Harry and Leslie Allen, whose sales were previously handled by the J. Arthur Rank Organization, has made a change in its set-up during the past few months, and now physical distribution only is handled by JARFD.

During 1956, Morris Stein, Eastern Division Manager for Famous Players, succeeded Nat Taylor, as President of the Canadian Picture

Pioneers, and guided that organization to new successes, culminating in the Annual Dinner and Dance, at which the "Pioneer of the Year" Award was presented to Oscar R. Hanson.

The Motion Picture Industry Council of Canada, at its annual meeting returned all its executive officers, with R. W. Bolstad, Vice-President of Famous Players, again the Chairman. The Publicity Committee of the MPICC, under the Chairmanship of Charles S. Chaplin, sponsored the Academy Award Contest, or "Oscar Derby" as it was more popularly known, which proved to be an outstanding success, and will be repeated again this year, with Dick Main appointed special co-ordinator for the project.

At the Variety Club Tent 28, Nat Taylor succeeded Dave Griesdorf as Chief Barker, while Dan Krendel moved up to the office of 1st Assistant Chief Barker, and J. J. Fitzgibbons, Jr., became 2nd Assistant Chief Barker. Chet Friedman, in his first year on the crew was appointed Property Master, with Al Troyer repeating as Dough Guy.

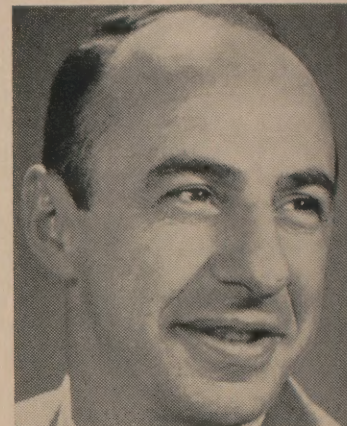
And so another year has come and gone, and Movies ARE Better Than Ever. Pictures like "The Ten Commandments", "War and Peace", "Giant", "Trapeze", "The Eddy Duchin Story", "The King and I", "High Society", "The Benny Goodman Story", "The Conquerors", "Picnic", "Reach For The Sky", and several others have proven that the really good pictures can make more money today, than ever before.

The line-up of product for the coming year from all the companies promises that 1957 will see a steadily increased patronage of our motion picture theatres from one end of Canada to the other.

With this pleasant thought in mind, we at The Digest, extend to you and yours, our very best wishes for a Merry Christmas, and our hope and confidence of a Happy and Prosperous New Year.

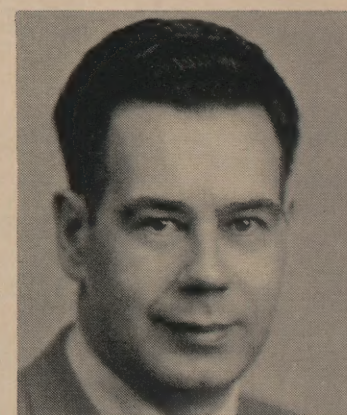
JANUARY

M-G-M release of Samuel Goldwyn's "Guys and Dolls" smashes all records at Odeon houses across Canada . . . RKO Canadian District under Jack Labow wins Billings Drive, with five Canadian branches winning top honors . . .



JACK LABOW

Steve McManus named Odeon Ontario district manager; Wannie Tyers, Hamilton city supervisor . . . Joe Garfin resigns as Emp-Univ. Toronto branch manager; Perry Wright moved from Vancouver to Toronto, with Charlie Backus appointed new Van. manager . . . JARO star David Knight makes P.A.'s in Toronto and Montreal . . . Phil Stone appointed Programme Director CHUM . . . Col. John A. Cooper dies in Toronto . . . JARO and Odeon to sponsor "Miss Canada Contest" . . . Industry endorses Scott appointed Toronto branch "Oscar Derby" Contest . . . Frank manager JARFD; Reg Doddridge new Calgary branch manager . . .



FRANK SCOTT

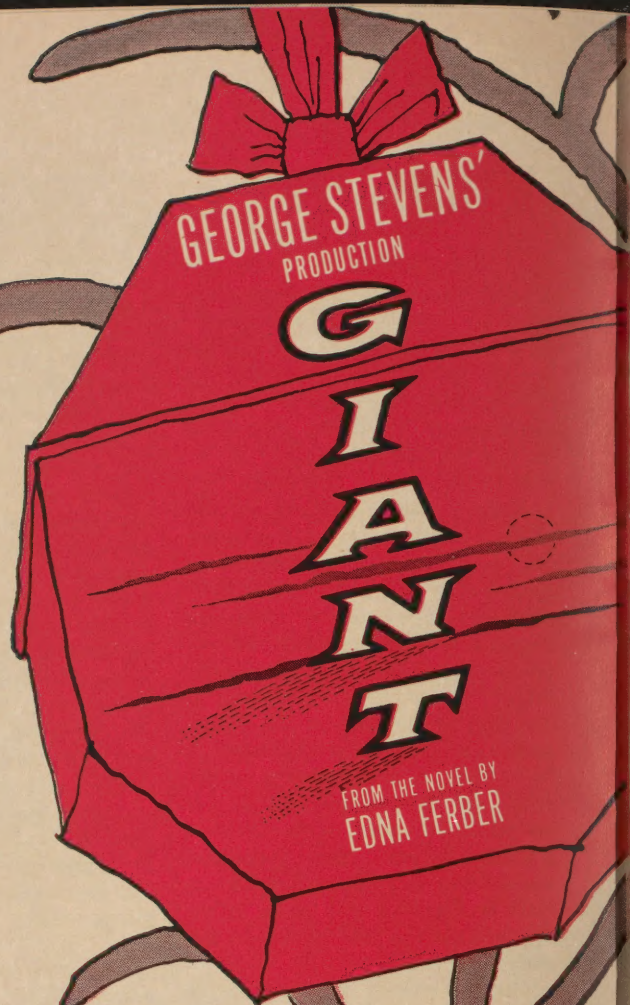
Hon. C. L. Shuttleworth of Manitoba proposes one Western Canada Censor Board . . . Bob Gardner appointed assistant to Frank Fisher at Odeon . . . Jack Labow announces RKO to spend \$22,500,000 on 11 features . . . B.C. Government reduces Amusement Tax from 15% to 10% . . . Mort Margolius and Jim Hardiman named co-chairmen Toronto Committee

(Continued on Page 9)



seasons greetings
from ASN*

*ASSOCIATED SCREEN NEWS
2000 Northcliffe Ave., Montreal





Ahead of 'em all for the holidays - or any day!





COLUMBIA PICTURES
OF CANADA LTD.

HIGHLIGHTS

(Continued from Page 5)

for "Oscar Contest" . . . Canadian Picture Pioneers hold annual meeting and elect new Board . . . Sir Alexander Korda, pioneer British film producer, dies . . . 20th-Fox to release 34 pix in 1956 . . . Republic schedules 24 features.

FEBRUARY

Stratford Festival play, "Oedipus Rex" to be filmed in Canada in color . . . CBC head, David Dunton, guest speaker at annual meeting of Canadian Association of M.P. Producers & Laboratories . . . JARFD's "Doctor At Sea" a record-breaker in early Canadian runs . . . Jim Powis retires as 20th-Fox Toronto booker . . . Bill Gehring, Arthur Silverstone and Rodney Bush to Toronto for 20th-Fox Sales Meet . . . M-G-M week, Feb. 5-11 tremendous success, with 45,596 subjects playing in 17,710 U.S. and Canadian theatres . . . Dave Griesdorf, former Odeon General Manager, joins IFD as Executive Vice-President . . . Jim Hardiman, Odeon ad-pub director, married . . . Industry toasts Tommy Cleary, Consolidated Theatres, Montreal, advertising manager, at post-nuptial



MORRIS STEIN

party . . . 20th-Fox's CinemaScope '55 demonstrations held across Canada . . . Morris Stein elected

President, Canadian Picture Pioneers; Rube Bolstad new Vice-President . . . Darryl Zanuck resigns as 20th-Fox V-P in charge of production, to become indie producer, distributing through Fox; Al Lichtman steps down as V-P in charge of sales . . . Columbia star Kim Novak on P.A. tour of Canada in conjunction with "Picnic" . . . Bernard Kranze resigns as General Sales Manager for UA; succeeded by Jim Velde . . . Alderman Don Summerville, manager of Prince of Wales Theatre, Toronto, named chairman of the Metropolitan Toronto Civil Defense Committee . . . Over 500 Canadian theatres participate in "Oscar Contest", with 12 top newspapers as sponsors . . . Academy Award nominations announced with UA's "Marty" ruling hot favorite . . . Dr. Leon Lortie of Montreal named Vice-Chairman



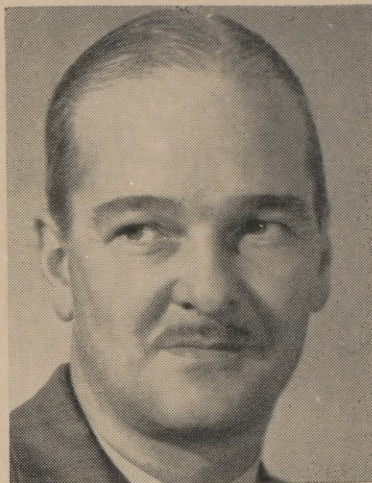
JIM VELDE

of the National Film Board . . . Manitoba exhibitors press for Amusement Tax reduction.

MARCH

M-G-M's "I'll Cry Tomorrow" proving one of that company's biggest box-office hits . . . Trevor Howard in Toronto for Canadian

Premiere of Columbia's "Cockleshell Heroes" . . . Maritime Exhibitors Association presents brief to N.B. government for repeal of Amusement Tax . . . Barney Brookler appointed Winnipeg manager Theatre Posters; Harry Barron, Ont. manager . . . Lou Chesler's PRM buys W-B film library to 1948, for \$21,000,000 . . . Bill Gehring named Vice-President of



RALPH DALE

20th-Fox and executive assistant to President Spyros Skouras . . . M-G-M to distribute Ealing Studios product . . . The Lone Ranger visits Toronto and Montreal to publicize W-B picture . . . Alberta Government reduces Amusement Tax . . . Odeon buys Fingold circuit, forms Regional Theatres subsidiary with Ralph Dale as General Manager . . . Ted Abrams appointed Publicity Director, Associated Screen News . . . Winnipeg Pioneers hold 4th Annual Bonspiel . . . Charles S. Chaplin elected President, CMPDA; Mark Plottel, Vice-President . . . Morris J. Weiss, Toronto exhibitor and Odeon partner, dies in Miami . . . "Richard III" premieres over TV, prior to theatrical release . . . Paramount to remodel Canadian head-office building . . . Famous Players close deal for Todd-AO "Oklahoma!" in Toronto and Montreal . . . Alliance Films turn over distribution facili-



JACK FITZGIBBONS

ties in all branches, and pictures to Astral; Alliance head J. L. Smith retires from distribution to concentrate on C.M.P. Digest . . . Jack Fitzgibbons, Theatre Confections G-M, addresses Popcorn Concessions Ass'n meet in Chicago . . . R. W. Altschuler, Republic G-M, praise JARFD distribution of Republic, on visit to Toronto . . . Alex Harrison appointed General Sales Manager, 20th Century-Fox . . . "Marty" wins Academy Award, with Ernest Borgnine and Anna Magnani winning top acting honors . . . Canadian "Academy Award Contest" overwhelming success.

APRIL

Manitoba Government reduces Amusement Tax . . . Eugene Fitzgibbons elected to Board of Can. Ass'n. of Radio and Television Broadcasters . . . Hilly Cass, M-G-M Canadian GSM announces "Raintree County" to be filmed in new 65mm process . . . Bill Forman, Astral Films, married . . . RKO to distribute CinemaScope version of "Oklahoma!" outside U.S. and Canada . . . Multiple booking formula spreads, with F-P's "Shows of the Week" proving big success . . . Max Chic resigns as Digest Associate Editor to join Harvey Harnick's Premium Media Services . . . Shelly Films opens new service studio near To-

(Continued on Page 11)

COMPLIMENTS
OF

**J. JOHN
SHULMAN
& COMPANY**

Chartered
Accountants

21 Dundas Square

Toronto - Canada

Best Wishes For
The Holiday Season



**LASALLE
RECREATIONS
Ltd.**

VANCOUVER, B.C.

"May Your Christmas be
Merry,

Your New Year
Full of Happiness!"

LIONEL LESTER

**NATIONAL
BOOKING
COMPANY**

TORONTO

SEASON'S
GREETINGS



**REGINA
MOTION PICTURE
EXHIBITORS
ASSOCIATION**

SEASON'S GREETINGS



F A M O U S P L A Y E R S
CANADIAN CORPORATION LIMITED
1200 ROYAL BANK BUILDING, TORONTO

HIGHLIGHTS

(Continued from Page 9)

ronto . . . F.P.C.C. annual statement shows drop in operating profits of \$1,417,836; sale of capital assets, including **Victoria Theatre**, Toronto, **Village Theatre**, Toronto, and **Sky-Way Drive-In**,



JOHN J. FITZGIBBONS

London, raises net profit to \$2,933,112, compared with \$3,384,825 for previous year . . . **J. J. Fitzgibbons**, F-P President, announces **Telemeter** to be given try-out in **Vancouver** . . . "**Torchy**" **Coatsworth** leaves **CBC** to become assistant general manager, **MPTV (Canada)** . . . **UA's** "**Man with the Golden Arm**" doing smash business in Canada . . . **20th-Fox** reorganizes sales districts, **C. Glenn Norris** heads new **Central-Canadian Division** . . . **James R. "Jimmy" Nairn** wins 1955 **Variety Club Tent**

28 "**Heart Award**" . . . **Tivoli**, Toronto, re-opens with Canadian premiere, **Todd-AO** "**Oklahoma!**" **Grace Kelly** married to **Prince Rainier of Monaco** in gala ceremony . . . **Hecht-Lancaster** sign new production-distribution deal with **UA**, calling for budget of \$40,000,000 over next few years . . . **Astral** secures Canadian franchise for **American Releasing Corp.** and **American International** . . . **Leo Spitz**, former **RKO** President, dies in **Hollywood** . . . Institutional advertising campaign created by **Clare Appel**, made available through **The Digest** to all Canadian exhibitors.

MAY

Gordon Lightstone, **Paramount's** Canadian **G-M**, announces first



JIMMY NAIRN

Canadian playdates for "**War and Peace**" and "**The Ten Commandments**" . . . **Ont. Censor Chief O. J. Silverthorne**, in annual report, claims lack of family fare hurting smaller theatres . . . **Pete Barnes** adds nine **Washington State** theatres to his circuit, which includes three theatres in **B.C.** . . . **Joe Garfin**, and **Owen Bird**, form **B.C.** booking organization, to be managed by **Garfin** . . . **Nicole Maurey**, star of **RKO's** "**The Bold and the Brave**" big hit in **P.A.** at **Montreal** . . . **CBC** wins 7 first awards and 5 honorable mentions for its radio and TV programs . . . **NFB Chairman, Dr. Trueman**, addresses **SMPTE Convention** in **New York** on importance of documentary films . . . Premiere two **JARO** films on new **CPR** liner, **Empress of Britain** . . . **Mort Blumenstock** resigns as **W-B** ad-pub chief . . . **M-G-M** announces plan to shoot several pix in black and white **CinemaScope** . . . Shooting completed in **Toronto** on "**Oedipus Rex**" . . . **Lou Chesler** reported in attempt to buy control of **W-B** . . . **CBC** televises "**Holiday Ranch**" program from stage of **Odeon-Carlton**, **Toronto** . . . **Bob Savini**, **Astor Pictures** head, dies in **Florida**

. . . **John McKim**, of **Odeon**, wins **Quigley Grand Award** . . . **Mickey Stevenson** appointed **Toronto Branch Manager** of **Paramount**, succeeding **Al Iscove**, who resigned; **Mel Hayter** new **Vancouver** manager . . . **20th-Fox's** "**Man in the Grey Flannel Suit**" cleaning up at box-offices across Canada . . . Report control of **Warner Brothers** to be bought by syndicate headed by **Serge Semenenko**, **Boston** banker . . . Canadian delegates attend **International Variety Club** convention in **New York**; **John H. Rowley** elected **Int. Chief Barker** . . . **Paramount** reports highest revenue since 1950 . . . **Louis Calhern**, noted actor, dies in **Japan** . . . **A. W. Perry** announces **Universal** to make 30 pix, 17 in color, 11 in **CinemaScope** . . . **Ely Landau's** **National Television Association** buys 52 **20th-Fox** oldies for **TV** . . . **Lou Chesler** reported offering **Loew's** \$50,000,000 for pre-1948 library.

JUNE

Jack Chisholm resigns from **ASN** to form **Showcase Film Productions**, making pix for **TV** . . . **Paramount** holds Canadian sales meeting, with **George Weltner** and **Charles Boasberg** in attendance . . . **Cleo Moore**, star of **Columbia's** "**Over Exposed**" visits **Ontario** for series of **P.A.'s** . . . **N.S.** exhibi-



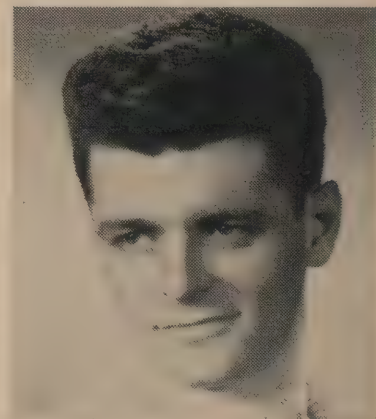
O. J. SILVERTHORNE

tors meet with government leaders in tax appeal . . . **Hector Quagliotti**, oldest Canadian exhibitor, dies in **Vancouver** at age of 81 . . . **Harry Coleman** sells out **Coleman Electric Co.** to **General Theatre Supply** . . . **20th-Fox's** "**D-Day, The 6th of June**", written by **Montrealer Lionel Shapiro**, opens to packed houses across Canada . . . **U.S. Consul-General** addresses annual dinner of **Quebec Picture Pioneers** . . . **NFB** short, "**The Shepherd**" wins top award at **Irish Film Festival** . . . **C. V. Whitney** announces new process to change old films to new aspect ratios, and add color and sound . . . **Ed Morey**, **Allied Artists Vice-President**, and **M. R. "Razz" Goldstein**, **A.A. General Sales Manager**, visits **Toronto**

With best wishes
to everybody in the
Motion Picture
Industry

Johnny Cohn

to . . . **TV** set sales show big drop in Canada; radio sets up . . . **Strand, Montreal**, manager **L. H. Fleming**, wins \$140,000 in **Irish Sweepstakes** . . . **Dawson Exley** appointed **Vancouver Branch Manager**, **20th Century-Fox**; **Gordon Lightstone, Jr.**, appointed **St. John** manager . . . **Jim Hardiman** announces resignation as **Odeon** ad-pub director, effective **Sept. 1**; **Hardiman** to join **National Theatres** in **L.A.** . . . **Romeo Vandette** elected **President**, **Quebec Picture Pioneers** . . . **W-B's** release of **C. V. Whitney's** "**The Searchers**" doing smash business in Canadian theatres . . . **Ben Sommers** re-elected **President**, **Manitoba Exhibitors Association** . . . **Variety Club Tent 28** holds annual ball-game, **Toronto**; thunderstorm cuts attendance . . . **Loew's Board** rejects all outside offers for film library; forms own **TV** division with **Bud Barry** as head . . . **UA Week in Canada**, greatest in Canadian film history, with 1,694 features playing in 922 theatres . . . **20th-Fox** to release **David O. Selznick's** remake of "**Farewell to Arms**", and re-release



JOHN MCKIM

"**Rebecca**" and "**Third Man**" . . . **Odeon** operating 10 **Drive-Ins** across Canada, five **Odeon-owned**, and five owned by **W. B. Herman** . . . **Famous Players** hold annual picnic at **Toronto**; 10 employees inducted into **25-Year Club**.

(Continued on Page 23)

Compliments
Of the Season



Canadian
Automatic
Confections

Ltd.

Toronto

*"God
rest
ye
merry,*

**GENTLEMEN" -
OF
THE
MOTION
PICTURE
INDUSTRY!**

A black and white photograph of a hand holding a glass of beer. The hand is wearing a ring with a film camera icon. The background is dark and textured.

J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LTD.

Report of the Public Relations Committee, Charles S. Chaplin, Chairman, To The Motion Picture Industry Council of Canada Annual Meeting

At the last Annual Meeting in November 1955 through a resolution proposed by Morris Stein, I was appointed Chairman of your Public Relations Committee and charged with the job of finding and proposing ways and means of revitalizing motion picture attendance throughout Canada. In addition, I was requested to re-examine a public relations plan previously proposed and to recommend a revised plan of a revised budget on the basis of an allocation to each Provincial Association of their share of the total.

Being primarily concerned as we all are with devising ways and means of stimulating theatre attendance, I endeavoured to formulate plans accordingly, and the second phase of the council's request to me would then, of course, be in the operation of whatever plans were conceived.

In January 1956, after having read sketchy details of an OSCAR CONTEST previously conducted in Texas and Winnipeg, a meeting of top exhibition representatives was held in the Distributors' Association offices on January 19th, 1956. I presented my suggestion of having a Canadian wide contest based on the Academy Awards, and after considerable discussion with some opposition being registered, the plan was accepted and then the fun started.

The Academy nominations were announced on February 18th and the Academy Award results announced on March 21st. We, therefore, had scarcely four weeks to put the plan into operation.

General Motors were persuaded to co-operate, and this participation actually resulted in the plan getting off the ground. Oldsmobile 88 Holiday Coupes were donated free of charge by General Motors in Toronto and Montreal and at a nominal cost for Vancouver and Winnipeg. General Motors undertook the production costs and other expenses involved for an Oldsmobile color trailer. They split various display items and I wish to advise that the expense incurred by Oldsmobile was comparative to the advertising value which they received. However, as a result of General Motors' participation, the plan snowballed. The Winnipeg Tribune having participated in the past, agreed to go along, then the Toronto Telegram, then other papers across the country followed suit. The degree of newspaper co-operation finally secured was far beyond our fondest expectations and to a degree never before secured by our industry.



CHARLES S. CHAPLIN

Tribute must be paid to the hard work of all localities across the country. They showed what they can do to promote a plan that they could sink their teeth into. I would like very much, but I cannot name all the individuals who contributed magnificently to the success of the NAME THE OSCAR WINNERS CONTEST. A truly remarkable job was done by all concerned. The analysis given to each attending delegate in a measure shows the results obtained and again we of the industry should be proud of all those fellows who did so much and whose time and effort was given in achieving the results you see in the analysis.

It is difficult to assess the actual box office benefit of the contest. However, the cost per theatre was very low, but the most important factor in my opinion that resulted was newspapers across Canada were not only far more co-operative to our industry during the contest but have continued to be since the conclusion of the contest. The merchants who participated, I am told, were exceedingly gratified at the results and the fact that the newspapers who did participate have requested participation again and other newspapers have asked for participation makes it very gratifying. Similarly, merchants want to repeat their participation and additional merchants want to join the promotion.

My report at this time is not going to deal with plans and methods of putting over the contest on the local level. This will be incorporated in a brochure or pressbook for the guidance of all theatre managers.

I now propose a 1957 NAME THE OSCAR WINNERS CON-

TEST. In the U.S.A. the Motion Picture Industry requested and were given an outline of the results of our Canadian contest. Furthermore, I was invited and attended a meeting of the Committee representing distribution in the U.S.A. and who have now decided and secured the support of the industry for a contest in the U.S.A. patterned after our example in Canada. We in Canada have been asked to participate in the U.S.A. contest. The Executive of the Motion Picture Industry Council of Canada, however, decided that we will conduct our contest independently of the U.S.A. insofar as prizes are concerned but in conjunction with the U.S.A. insofar as advertising, publicity, etc., are concerned. It is proposed that we have a first prize for each province.

I have had meetings with General Motors and they will definitely participate. They desire to do so on a far greater scale in that all Oldsmobile dealers in Canada would advertise in co-operation with theatres. I have requested Oldsmobile 98's as Provincial prizes and wherever possible Olds 88's and Chevrolets for first prizes in larger cities. I will arrange a meeting with Council representatives to map out our requests from General Motors and what we will give them in return.

We are attempting to arrange for at least a first prize in cities and towns across Canada to be donated by national advertisers. Wherever this can be arranged for it will make the job easier for the local committee in that they will then only have to secure local exhibitor participation to augment the prize list. We had planned on attempting to have a first prize for Canada. We have, however, decided to forego doing so at least for the time being and for 1957 raise the participation in the contest to a provincial level and see how that works out.

The administration and operation of the 1956 NAME THE OSCAR WINNERS CONTEST was done in a manner which involved a great deal of personal time and attention which I will not be able to give to the 1957 Contest. I propose that this Council, therefore, give their approval to the engaging of the best obtainable administration co-ordinator whose services would be required for approximately four months and whose duties would consist of co-ordinating the supplying of stories and material to news-

papers, arranging for the supplying of trailers, promoting of prizes on national and local levels, the preparing and sending out of special material from time to time, handling the innumerable requests for information from local committees and newspapers, the setting up of a uniform ballot which would be used across the country and the securing and forwarding to all committees with the least possible delay the list of nominees when they are announced so that the contest can get underway at that time.

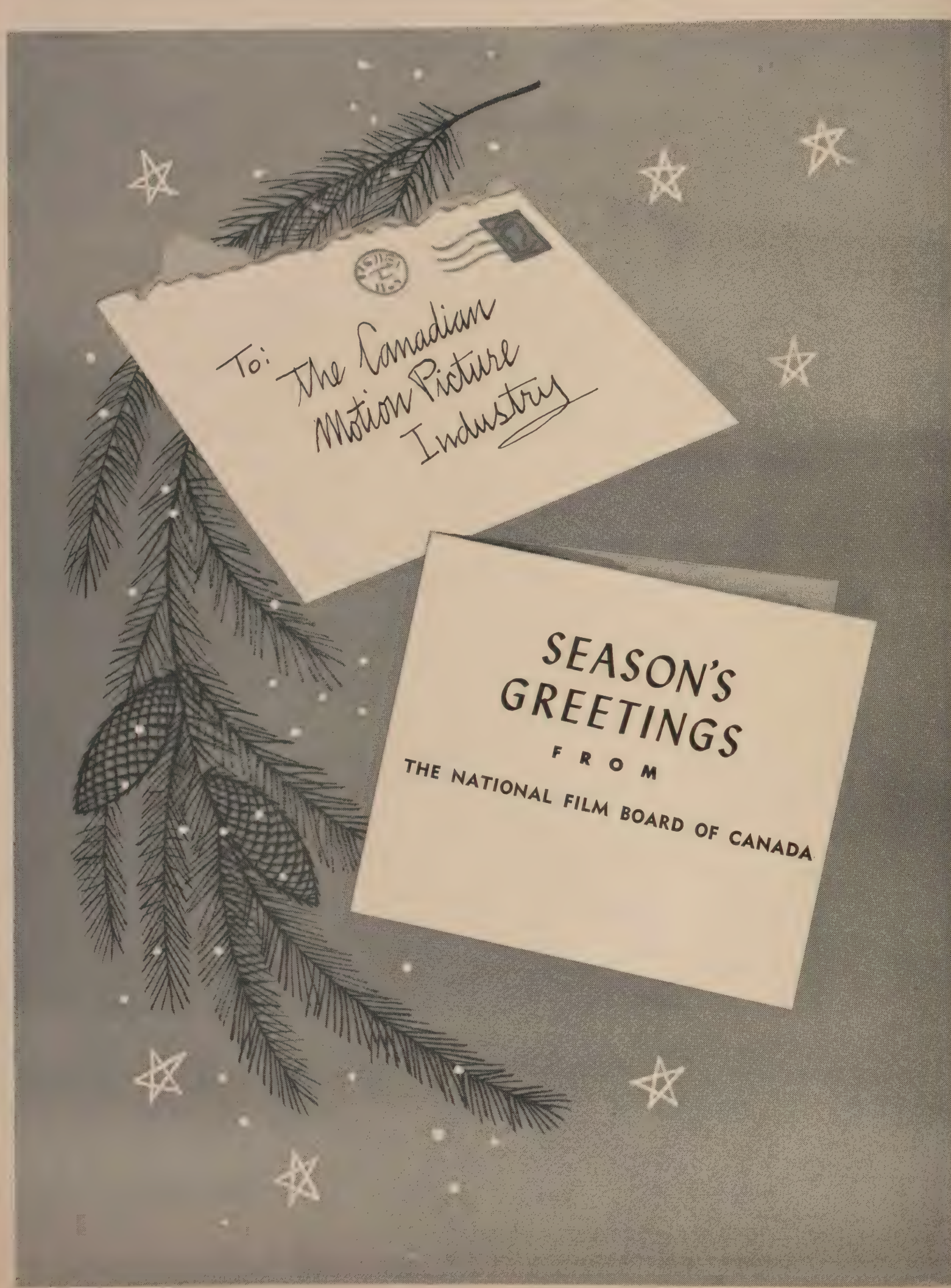
I can only at this time make an estimate as to the expense that would be involved for this co-ordinator and a stenographer and possible office space. Subject to discussion, I propose a minimum budget of \$5,000 and the amount to be given by each member group of this council to be determined by a committee appointed by your chairman.

I, together with other distributor representatives as well as exhibition representatives will voluntarily give all possible assistance to the co-ordinator.

If the recommendations contained herein regarding the engaging of a national co-ordinator are accepted, then I would suggest that after he has operated for a period of at least two months the executive of the council together with the Public Relations Committee should determine the feasibility of retaining the party on a year around basis for the purpose of handling all matters pertaining to our industry insofar as box office promotion and public relations are concerned.

I wish at this time to publicly express our appreciation for the co-operation extended by Canadian Kodak in donating 12,000 feet of raw film which was used in the making up of trailers for the last contest. I also wish to express our deep appreciation for the support of the trade papers. They keep the industry advised of developments and unquestionably contributed tremendously to the success of the original OSCAR CONTEST by their wholehearted co-operation in conveying necessary information and advice throughout the country.

(ED. NOTE: The recommendations of Mr. Chaplin were adopted by the Motion Picture Industry Council, with H. C. D. Main, well known Ontario exhibitor, appointed Special Coordinator for the 1957 Name The Oscar Winners Contest.)

The background is a dark grey textured surface. On the left, there are several pine branches with needles and cones, some decorated with small white dots. Scattered across the background are several white five-pointed stars. In the upper center, there is a white envelope with a torn edge. It has a circular postmark that says "OTTAWA 1954" and a rectangular stamp. The address is written in cursive. Below the envelope is a white rectangular card with black text.

To: The Canadian
Motion Picture
Industry

SEASON'S
GREETINGS
FROM
THE NATIONAL FILM BOARD OF CANADA



SOUND-MIXING—In the re-recording studio, various sound tracks are combined or "mixed" on an instrument known as a console.

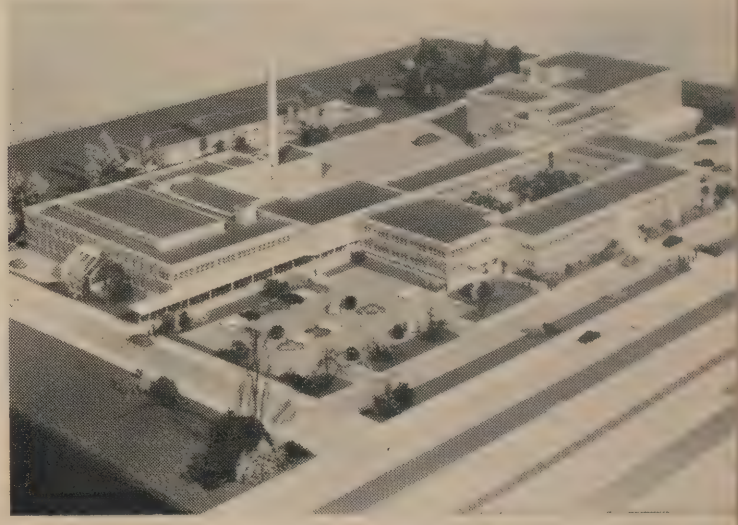
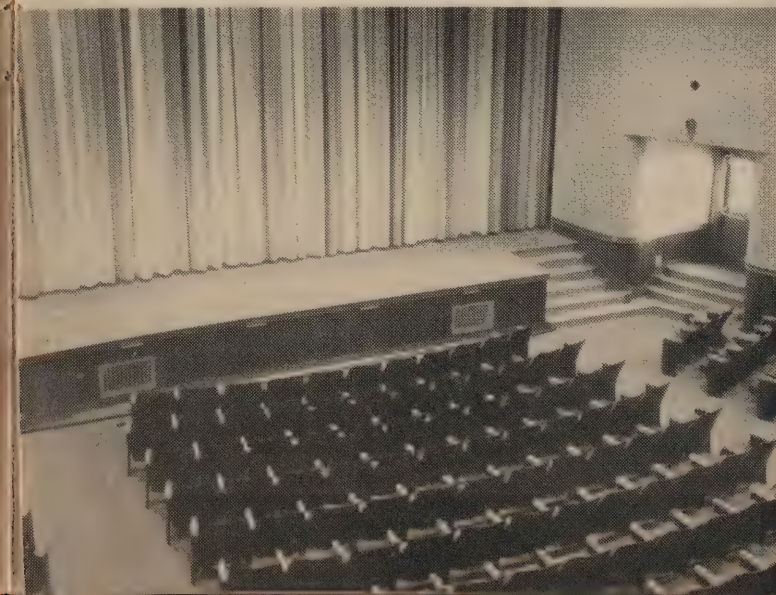


CHEMICAL MIXING ROOM—Chemical mixing is an essential part of motion picture film processing. Shown is the chemical mixing equipment in the new lab.



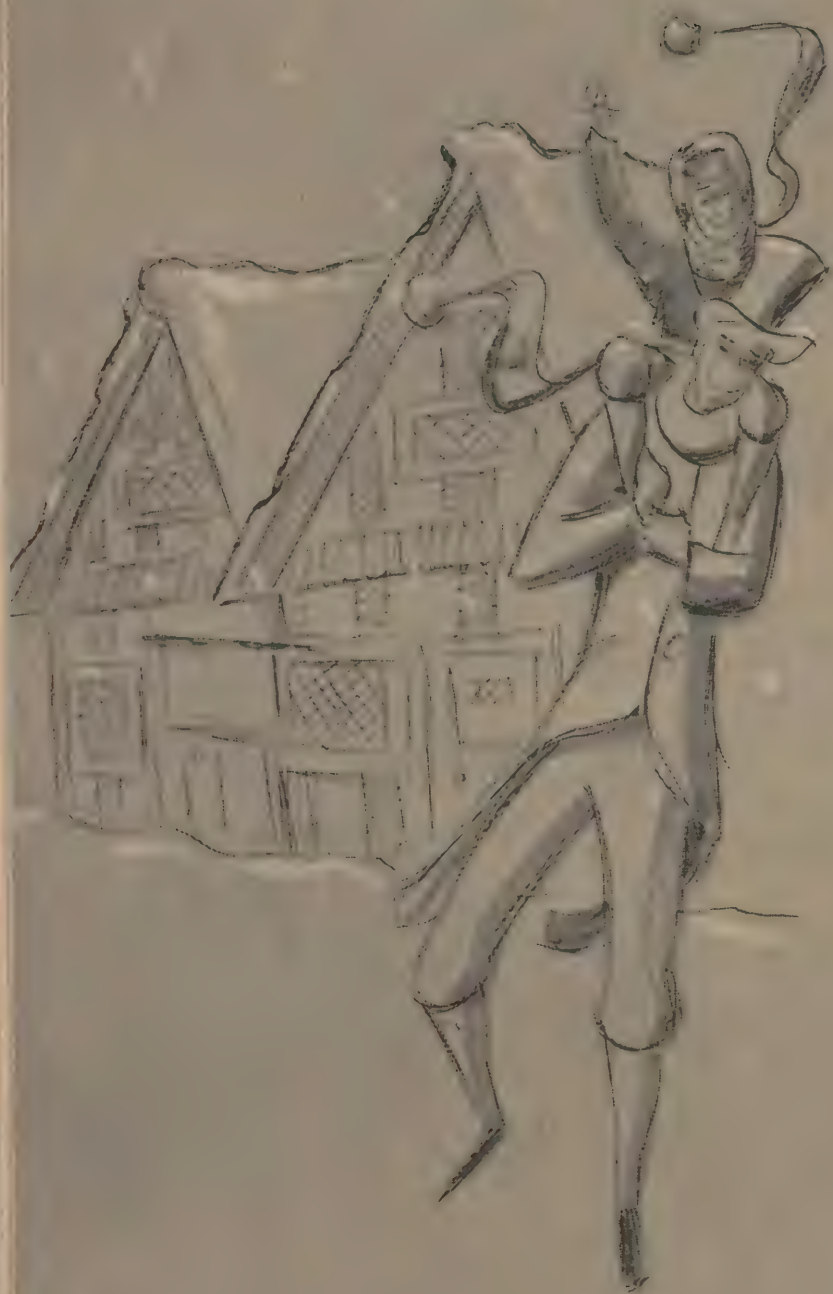
Canada is justly proud of its magnificent new National Film Board headquarters, located in the Montreal suburb of St. Laurent. Described by Film Commissioner DR. A. W. TRUEMAN (left), as the most up-to-date plant of its kind in the world, the new building boasts the very latest in every type of equipment. In past years, the National Film Board has done an outstanding job of publicizing Canada, and the Canadian way of life, to the entire world. With its new headquarters, the efficiency and potential of the Board will be greatly increased.

THE THEATRE—This modern little theatre provides the utmost in comfort and acoustical perfection for the viewers, while the projection booth boasts the finest sound and projection equipment available today.



SHOOTING STAGE—This is one of the most impressive sections of the new quarters, with a clear overhead height of 135 feet, providing facilities for indoor shooting which the Board had not previously possessed.





*To our many good
friends in the industry
... Greetings!*

*"May the spirit of
Christmas remain in
all our hearts throughout
the coming year."*

*While we echo
the words of Tiny Tim
"God bless us every one!"*

THE ODEON THEATRES (CANADA) LIMITED

Maintaining a tradition of fine theatre operation!

SUDDEN PASSING OF JACK COHN SAD LOSS FOR COLUMBIA & ENTIRE INDUSTRY

Jack Cohn, co-founder and executive vice-president of Columbia Pictures Corporation, died Saturday, December 8th, at the age of 67, in New York. Mr. Cohn is survived by his widow, the former Jeanette Lesser; two sons, Ralph M. and Robert L.; two brothers, Harry, president of Columbia Pictures, and Nat; a sister, Mrs. Anna Faum; and three grandchildren, Jan Marcia, Bruce V. and Thomas F. Another son, Joseph H. Curtis, died in 1954.



JACK COHN

Jack Cohn, who was born in New York City on October 28, 1889, to Joseph and Bella Cohn, had already made a name for himself in the young motion picture industry, when, in 1920, he joined with his brother Harry and Joseph Brandt, to found the company that grew into Columbia Pictures Corporation. With a capital of \$250 they founded the CBC Films Sales Company; today the Columbia Pictures Corporation has assets in excess of \$65,000,000 and its annual sales total more than \$90,000,000.

Following his education in the public schools of New York, Jack Cohn began his business career at the age of 13 as a general helper with the Hampton Advertising Agency, where he was to meet Joseph Brandt. In 1908, Jack Cohn left Hampton and went to work as assistant to Doc Willett, who was manager of the laboratory for Carl Laemmle's Imp Company, one of the earliest motion picture firms. Young Cohn's salary was \$7 a week, for which he undertook just about every task at the laboratory, including film cutting and editing.

By 1911, Jack Cohn was so enthused about the motion picture industry that he prevailed upon his old friend, Joe Brandt, to leave

his position as advertising manager of the Dramatic Mirror to join Imp, which Laemmle was soon to amalgamate with the Universal company.

In the next several years, Jack Cohn was to make his mark on the bustling young "movies," especially in the burgeoning field of the newsreel. He early had become fascinated with the motion picture as a news medium and worked himself up to the position of editor and producer of the Universal Weekly, first of the independent newsreels. While in that position he conceived the idea of establishing bureaus in key cities to facilitate the coverage of spot news. Many other of his innovations are still in use on present day newsreels.

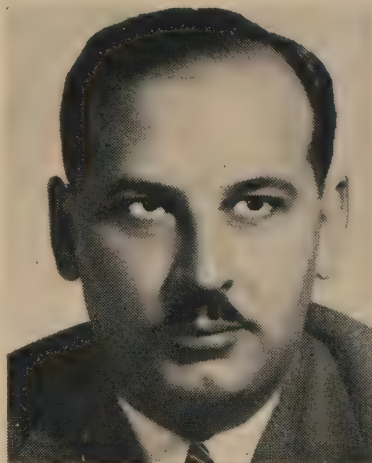
During this period, Jack Cohn became recognized also as one of the outstanding film editors in the young industry. He also became one of the early champions of the animated cartoon. In 1913 he was put in charge of all production for Imp studio, which was located at 56th Street and 10th Avenue in New York. He was responsible for such early boxoffice successes as "Traffic in Souls" and "Crashing Through to Berlin."

In 1919, Jack and his younger brother Harry, who had entered the motion picture field and was working in a production capacity at Universal studio on the West Coast, decided to strike out for themselves. They invited Brandt to join them and in 1920 they opened for business as the CBC Film Sales Company, using a single room at 1600 Broadway as their headquarters.

CBC started operations by producing and distributing short subjects. Jack Cohn drew up plans for a film series which would serve as a "fan magazine of the screen", showing scenes of the stars in their non-working hours. In the spring of 1920 the first Screen Snapshots was released, having been edited by Jack Cohn, and today Columbia is still producing this series, the oldest motion picture series in existence.

By 1924 the name of the company had been changed to Columbia Pictures. Harry Cohn moved to California to take charge of production and the studio operations, while Jack stayed in New York to oversee development of the sales arm of the company. The com-

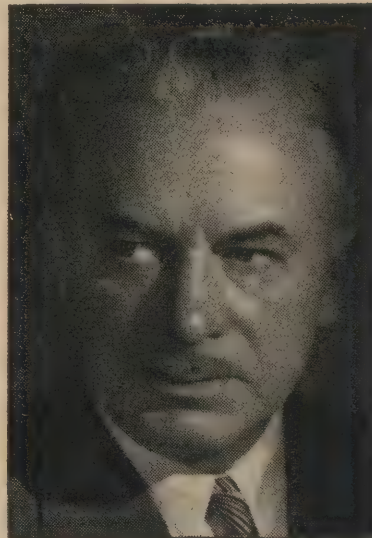
Names in the News During 1956!



N. A. TAYLOR
President of Twinex-Century Theatres, and International Film Distributors, who this year gave up the Presidency of the Canadian Picture Pioneers, but was just recently elected Chief Barker, Variety Club Tent No. 28.



DAN KRENDEL
Ontario District Manager for Famous Players, Chairman for the second successful year of the Pioneers Golf Tournament, and who recently was elected 1st Assistant Chief Barker, Variety Club Tent No. 28.



CLARE APPEL
CMPDA Executive Secretary, whose institutional ads, made up originally for the Roxy Theatre, West Hill, Ont., were widely adopted by theatres from coast-to-coast, with favorable public reaction.



JOE GARFIN
Who early in the year resigned as Toronto Branch Manager for Empire-Universal to form the West Coast Booking Service, at Vancouver, in partnership with Owen Bird, President of the B.C. Exhibitors Association.

pany grew steadily to national proportions by 1929 and then began expanding around the globe. Today, besides the home office in New York and the studio in Hollywood, the company has 33 offices in the United States and more than 100 in foreign lands.

In 1939, Jack Cohn founded the Motion Picture Pioneers, an organization for men who had served in the motion picture industry for more than 25 years. Subsequently he established the Foundation of the Motion Picture Pioneers, a charitable organization designed to aid needy ex-members of the industry. He served continually as the president of both groups, and on November 30th last he had presided at the annual dinner of the organization.



LEONARD W. BROCKINGTON, Q.C.
President of Odeon Theatres (Canada) Limited, who recently returned from a trip to India, where he represented Canada at the UNESCO Conference held at New Delhi.

The Big Four From 20th For Christmas!

*THE GREATEST PROGRAM IN
OUR ENTIRE HISTORY!*

For all... a Merry Christmas

a prosperous New Year!



One of the most important dramatic presentations ever!

Anastasia

COLOR by DE LUXE

CINEMASCOPE

starring

INGRID BERGMAN · YUL BRYNNER · HELEN HAYES

Produced by

BUDDY ADLER · ANATOLE LITVAK · ARTHUR LAURENTS

Directed by

Screenplay by



AVAILABLE FOR IMPORTANT,
SELECTED HOLIDAY ENGAGEMENTS!

The world's outstanding attraction at popular prices!

RODGERS and HAMMERSTEIN present

Oklahoma!

CINEMASCOPE Color by TECHNICOLOR

starring GORDON MacRAE · GLORIA GRAHAME · SHIRLEY JONES
GENE NELSON · CHARLOTTE GREENWOOD · EDDIE ALBERT
JAMES WHITMORE · ROD STEIGER

Produced by

ARTHUR HORNBLow, JR. · FRED ZINNEMANN

Directed by



NOW EVERYBODY CAN PLAY IT!
NOW EVERYONE CAN SEE IT!

Heavenly holiday happiness! Entertainment for everybody!

The Girl Can't Help It

CINEMASCOPE COLOR by DE LUXE

starring TOM EWELL · JAYNE MANSFIELD · EDMOND O'BRIEN

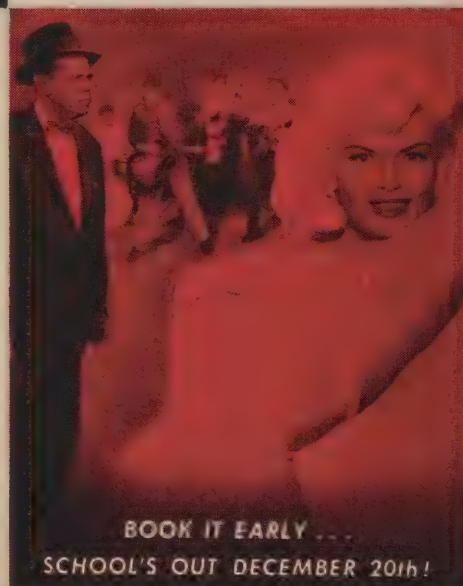
with Guest Stars JULIE LONDON · RAY ANTHONY · BARRY GORDON

and 14 ROCK 'N' ROLL HEADLINERS!

Produced and Directed by FRANK TASHLIN

Screenplay by FRANK TASHLIN and HERBERT BAKER

the year's
most publicized
blonde



BOOK IT EARLY ...
SCHOOL'S OUT DECEMBER 20th!

*The nation's sensation!
The hottest name in show business!*

Love Me Tender

CINEMASCOPE

starring

RICHARD EGAN · DEBRA PAGET and introducing ELVIS PRESLEY

Produced by

DAVID WEISBART · ROBERT D. WEBB · ROBERT BUCKNER

Directed by

Screenplay by



PRE-SOLD TO THE BIGGEST
WAITING AUDIENCE IN HISTORY!

Oscar R. Hanson

REPRESENTING

ALLIED ARTISTS PICTURES
CORPORATION

LION INTERNATIONAL FILMS
LIMITED

EXCLUSIVE CANADIAN DISTRIBUTION

FOTO-NITE



Best Wishes

FROM

George Oullahan

AND

FOTO-NITE

THE FOTO-NITE STORY

By GEORGE OULLAHAN

An estimated THREE AND A HALF MILLION DOLLARS has been paid out by Canadian Foto-Nite theatres since the inception of Foto-Nite 18 years ago.

Pete Barnes of San Angelo, Texas, the owner and originator of Foto-Nite, came to Canada in 1938 and one of his first contacts in the Canadian motion picture field was Oscar Hanson. Mr. Hanson, at that time, was President of Hanson Theatres Limited in addition to being President of the Empire-Universal organization.

Pete Barnes and Oscar Hanson made a Foto-Nite distribution contract with Sterling Films Limited distributing company.

Foto-Nite had its Canadian premiere in the Granada Theatre, Napanee, Ontario in August, 1938 with the Capitol Theatre, Belleville, Ontario installing the Foto-Nite cash offer show one week later. Since then hundreds of Canadian theatres from Sydney, N.S., to Victoria, B.C., have or are presenting Foto-Nite. Foto-Nite through the years has operated in practically every town and city throughout the Dominion.

The legality angle of Foto-Nite has had a most interesting history. Charged with violations of the Lottery Act in nearly every Province, Foto-Nite has yet to be found guilty of any contravention of the Canadian Lottery Act. The most recent case occurred in Saskatoon this year with an acquittal judgment being awarded to Foto-Nite. An appeal taken by the Crown was dismissed by the Court of Appeal which ruled that Foto-Nite is legal. The Legal Department of the Foto-Nite organization has been under the capable direction of Mr. Louis Davidson who has supervised all legal aspects of Foto-Nite since the original introduction into this country.

Foto-Nite actually operates under a charter granted by the Dominion Government of Canada and, as a theatre advertising plan, is registered under several Canadian copyrights.

Foto-Nite combines a stage contest with a pyramiding cash offer. Previous to the start of Foto-Nite in a theatre, Foto-Nite registrations are collected by a door-to-door campaign and in the theatre lobby. On Foto-Nite, through the co-operation of the audience and a novel yet easy-to-present stage contest, a name is selected and if the person whose name is selected is at the theatre, he or she is eligible for a large amount of cash. If the person

George Oullahan, General Manager of Sterling Films, has been connected with Foto-Nite from its Canadian beginning and has supervised Foto-Nite's sales, promotion and presentation for many years.

whose name is selected is not at the theatre, then more money is added and the Foto-Nite offer keeps increasing each week until the person selected is at the theatre and receives the Foto-Nite cash offer.

All a person has to do, therefore, to participate in Foto-Nite, is make sure his or her name is registered and be at the Foto-Nite theatre on Foto-Nite. There is no charge to register for Foto-Nite.

The registration campaign is backed up with promotion and exploitation that, through the years has been developed to utilize every

medium of advertising. Trained organizers supervise the entire installation of Foto-Nite in theatres. Recently, large Foto-Nite pay-outs have been covered and appeared as highly interesting news items on CBC television stations in Toronto, Montreal, Ottawa and Halifax. Even Dorothy Kilgallen, in her widely syndicated column, has made reference to the Canadian Foto-Nite cash offer shows.

In 1952 Foto-Nite won one of the highly coveted Canadian Moving Picture Digest Showmanship awards.

The large city pool is a development of Foto-Nite in recent years. Through this plan, theatres in a city group together to present a combined and very large cash offer. A special telephone hook-up makes it possible to announce the name selected each week simultaneously in almost any number of theatres. The pool system creates a much bigger cash offer and allows for a much more extensive and effective advertising campaign, group newspaper advertising, etc.,

but reduces the per theatre cost of installation and operation. For the past seven years, twenty theatres in Toronto; twenty-two theatres in Winnipeg; eight theatres in Ottawa; twelve theatres in Montreal and ten theatres in Vancouver have operated the Foto-Nite pool system. This year, eight theatres in Hamilton started off on a Foto-Nite pool.

Sterling Films provides a monthly bulletin service which supplies its many customers with new ideas and suggestions on how to promote and present Foto-Nite and exploit in general the Foto-Nite box office potential. The bulletin stimulates interest in promotion and exploitation by offering monthly prizes for published Foto-Nite promotions and special stage presentations.

Over eighteen years Foto-Nite has established itself as a promotional and box office service to Canadian theatres. Plans are now in the making to tie-up even larger numbers of theatres on the pool system and some will involve cash offers up to five figures.

*May the best ye e'er had be the worst
ye'll e'er hae!*

Greetings

FROM

CHUM - 1050

TORONTO'S TOP

Show Business

STATION

- **JIMMY FIDDLER**, exclusive from Hollywood to CHUM - 1050 in Toronto!
- **PHIL STONE**, CHUM - 1050 Show Business Editor, "All Eyes & Ears" on "Main Street, Toronto."
- **FIRST** with show-business music, news and interviews.

CHUM - 1050 On Your Dial!



Best Wishes

to our

**Friends and
Associates**

**CONSOLIDATED
Theatres Ltd.**

Montreal



PRACTISE OF
The Ten Commandments

GIVEN BY GOD TO MOSES

WOULD ASSURE

**Peace On Earth,
Goodwill Towards Men**



PARAMOUNT PICTURES

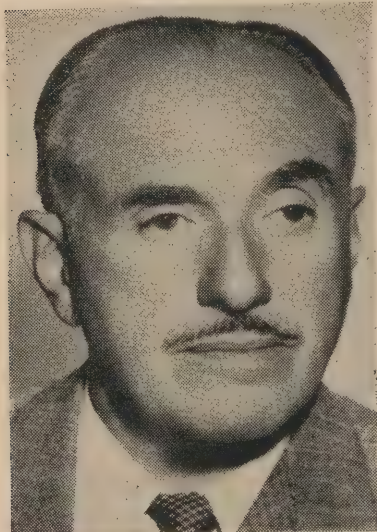


HIGHLIGHTS

(Continued from Page 11)

JULY

UA's "Trapeze" opens to record-breaking business across Canada . . . RKO to distribute 12 pix to be made in N.Y. by Himan Brown's Galahad Productions . . . Manitoba Pioneers hold annual golf tourney . . . Ron Leonard succeeds Jim Hardiman as Odeon ad-pub director . . . Warner sale to Semencko group confirmed; Harry Warner resigns as President, succeeded by Brother Jack; Ben Kalmenson appointed Executive V-P



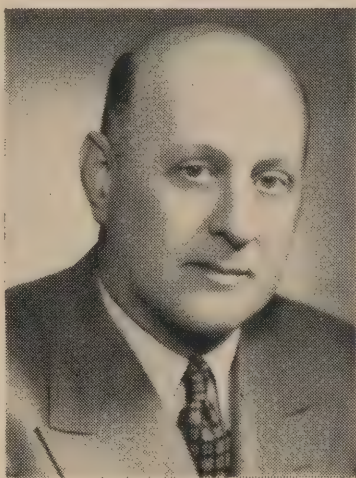
JACK L. WARNER

in charge of sales; Roy Haines new General Sales Manager . . . Manitoba Exhibitors hold annual picnic . . . Famous Players buy seven Vancouver theatres from Paul Nathanson, including 2,871-seat Orpheum; all theatres previously leased by F-P . . . Ken Reason appointed Montreal Branch Manager, General Theatre Supply, succeeding Harry Burko, resigned . . . Paramount's "Man Who Knew Too Much" beating all previous Hitchcock productions at the box-office



BERT BROWN

. . . "The King and I" biggest 20th-Fox grosser since "The Robe" . . . Nova Scotia reduces Amusement Tax . . . UA's "Trapeze" breaks all-time world's gross for one week with \$4,112,500 take in first seven days of release . . . Winnipeg indie drive-in offers free admissions, charges "monopolistic" practises by Western Theatres, F-P affiliate . . . Owen Sound and Oshawa theatres receive seat-tax reduction . . . CBC reports deficit of \$1,358,621 on combined radio and television operations, compared with profit of \$1,267,668 for previous year . . . Raymond E. Moon, assistant general sales manager, Universal, dies suddenly; succeeded by F. J. A. McCarthy,



ROY HAINES

former Southern and Canadian Sales Manager . . . Fred C. Leavens appointed Supervisor, Regional Theatres Circuit, Odeon subsidiary.

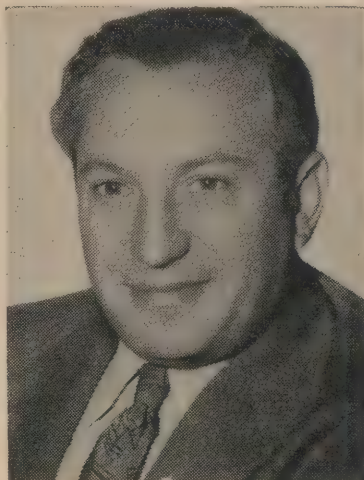
AUGUST

Columbia's "Eddy Duchin Story" sensational box-office hit . . . U.S. Congress exempts theatre admissions up to 90 cents from Amusement Tax . . . Warner Bros. abandons newsreel . . . Leo F. Samuel and James O'Gara, Buena Vista execs, in Toronto for conferences with A. W. Perry, Emp-U Presi-



RON LEONARD

dent . . . Sid Gutnik succeeds Bill Smith as Vancouver Branch Manager for RKO . . . Complete sell-out for Canadian Picture Pioneers annual golf tournament . . . Otto Preminger announces talent search for unknown actress to play title role in "Saint Joan", to be released by UA . . . Robert Taplinger to head Warner Bros. advertising and publicity dept. . . Cecil B. DeMille celebrates 75th Birthday . . . M-G-M's "High Society" establishes new records in all openings . . . Peter Myers presides over 20th-Fox Canadian sales meet; Alex Harrison and C. Glenn Norris in attendance; launch world-wide Showmanship Drive . . . Federal Resources Minister Lesage bans



BEN KALMENSON

drive-ins from National Parks, claims they are "ugly" . . . Canadian Film Awards presented at Stratford Film Festival . . . Famous Players expands publicity dept., with Bert Brown and Jimmy Cameron appointed special representatives to work on "War and Peace" and "Ten Commandments" . . . Free admissions extended to three more Winnipeg ozoners . . . Disney's "Fantasia" re-release packs them in at U.S. and Canadian theatres . . . "The First Travelling Saleslady", first film to be produced by new RKO, goes into release . . . W-B's "Moby Dick"



JIM HARDIMAN

packs powerful wallop at box-office.

SEPTEMBER

UA holds Canadian sales meet; Jim Velde addresses sales force . . . M-G-M sells backlog to 12 TV stations for \$20,000,000 . . . RKO's "The Brave One", and M-G-M's "Lust For Life" and "Invitation To Dance" big hits at Edinburgh Film Festival . . . JARO shooting "High Tide At Noon" at Nova Scotia fishing village . . . Winnipeg ozoner offers free admission PLUS free gas . . . Sharp drop recorded in Canadian theatre closings; F-P and Odeon re-open Vancouver subs . . . J. Duane McKen-



HARRY M. WARNER

zie re-elected President, Sask. Exhibitors Ass'n . . . National Film Board formally opens magnificent new headquarters building in Montreal . . . Special WOMPI Award presented to Miss Mary Peabody, Fredericton operator . . . CBC extends microwave network Quebec to Winnipeg . . . Bill Smith joins IFD 16mm. division . . . A. W. Shackelford re-elected President, Alberta Theatres Association
(Continued on Page 25)



JIMMY CAMERON

**THE FUTURE
IS THE BUSINESS OF TODAY
AT TECHNICOLOR**



In these years of creative expansion within the motion picture industry, Technicolor is pioneering again with a broad research program directed toward the needs of the cinema over the next year and the next decade.

TECHNICOLOR CORPORATION

TECHNICOLOR IS OUR REGISTERED TRADEMARK

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

HIGHLIGHTS

(Continued from Page 23)

... JARO's "Reach For The Sky" has gala premiere, Odeon-Toronto, under auspices of RCAF Association ... Arthur Irwin, former Commissioner, National Film Board, named Canadian Ambassador to Brazil ... UA to release 48 features for new season, 30 already completed ... Stanley Warner Corp., and ABC-Paramount Theatres to invest in film production.

OCTOBER

Netherlands Gold Medal Award to NFB for outstanding documentary and scientific films ... Foto-Nite ruled NOT a lottery by Sask.

Films to handle own sales; JARFD to do physical distribution only ... Miss Olive Coplestone, M-G-M, Toronto, elected Western Regional Director, WOMPI's at annual convention held in Augusta, Ga. ... Montreal & Toronto branches among top three in UA Week Drive ... Sid Spiegel, Super-Pufft Popcorn Co., Toronto, honored as Popcorn Man of the Year at annual convention of Popcorn and Concessions Ass'n. ... Phil Stone appointed Executive Vice-President CHUM, Toronto ... Famous Players buy out interests of Entwistle family in Edmonton theatres

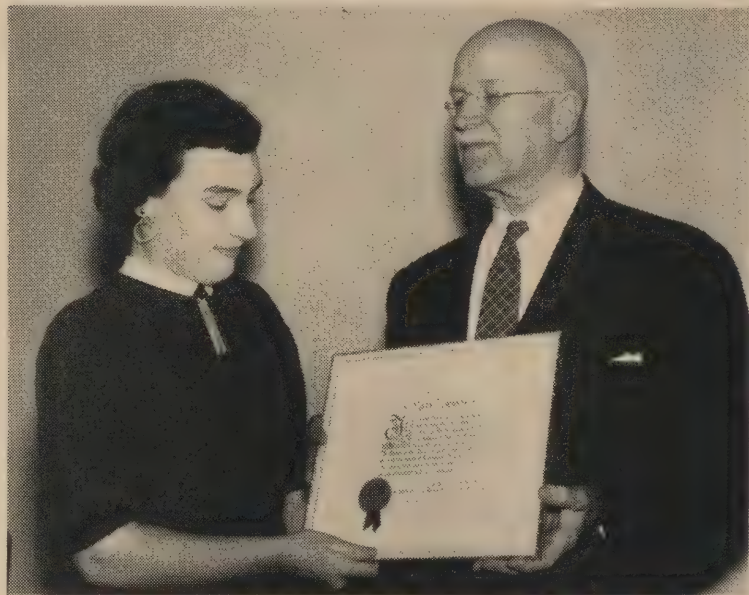
... Harry A. Friedman, Odeon partner in Edmonton theatres, dies suddenly ... "King And I" runs in Toronto and Vancouver set new

for Civic Square ... Famous Players hold 3-day Eastern Division Conference in Niagara Falls; "Ten Commandments" and "War and Peace" screened for managers and partners; Cecil B. DeMille addresses convention ... Joseph Vogel succeeds Arthur M. Loew as President, Loew's, Inc.; Leopold Friedman new President, Loew's Theatres ... Archie Mason re-elected President, Maritimes Allied Exhibitors ... Toronto preview audience hails "Ten Commandments" as "greatest ever" ... Charles Boasberg to Toronto for special Paramount sales meet.

NOVEMBER

Winnipeg Pioneers Branch and James A. Whitebone, Saint John

ment of \$5,000,000 ... Walt Disney wins Screen Producers'



The Mayor of Fredericton, N.B., presents Miss Mary Peabody, operator at the Capitol, Fredericton, with a special WOMPI Award, inspired by a story about Miss Peabody which appeared in The Digest.



Producer-director Cecil B. DeMille compares notes on "The Ten Commandments" with Famous Players executives, at the F-P Eastern Division Conference in Niagara Falls, as Paramount's Charles Boasberg looks on.

Court of Appeal ... Ontario exhibitors launch appeal for abolition of amusement tax ... Cardinal

records ... Abe Montague, General Sales Manager, and Rube Jackter, Assistant Sales Manager, Columbia, in Toronto for conferences with Louis Rosenfeld and Harvey Harnick ... Oscar R. Hanson named as Canadian Picture "Pioneer of the Year" ... Famous Players given notice by City of Toronto to vacate Shea's Theatre by first of year, in order to make way

operator, named for special Pioneer awards ... J. Arthur Rank to establish his own U.S. distribution company; John Davis Kenneth Hargreaves and Harry Norris in Toronto for meetings with Odeon and JARFD execs ... Kenneth Hargreaves named as President of new corporation ... Lou Chesler's PRM reported entering film production with initial invest-

Guild's annual Milestone Award ... Miss Alice Fairweather, pioneer Maritimes film figure, passes ... Gerald G. Graham of the NFB, named to Board of Governors, SMPTE; first Canadian so honored ... JARO's "Battle of the River Plate" honored as Royal Command Film ... 20th Century-Fox to release CinemaScope version of "Oklahoma!" in U.S. and Canada ... Famous Players hold Western Division Conference in Edmonton; 7 new members inducted into 25-Year Club ... Arthur Godfrey star at Royal Agricultural Winter Fair, Toronto ... Mrs. Eva Delaney, pioneer woman exhibitor, dies at Gananoque ... ASN's film-making course a complete sell-out ... 20th-Fox schedules over 50 pictures for next season ... Over 400 Industry members gather at King Edward Hotel to honor Oscar Hanson, "Pioneer of the Year" ... Martin



REUBEN W. BOLSTAD



JOHN DAVIS

(Continued on Page 27)

Merry Christmas and
A Happy New Year

CAPAC

COMPOSERS, AUTHORS and
PUBLISHERS ASSOCIATION
OF CANADA



Season's Greetings

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**THEATRE
HOLDING
CORPORATION**
LIMITED
Toronto

HIGHLIGHTS

(Continued from Page 25)

Quigley, Jr., guest of honor at annual MPTAO Luncheon . . . \$9,000,000 budget set for John Wayne's 4 indie pictures, with release through UA . . . Warner Bros.' "Giant" rolling up greatest grosses in company's entire history . . . Lionel Lester re-elected President, MPTAO . . . Rube Bolstad re-elected Chairman, Canadian Motion Picture Industry Council . . . C. W. Marshall named to head NFB's Asian Distribution Division . . . Pat Hogan, veteran Paramount Saint John Branch Manager, retires; Bob Murphy named Saint John Manager; Romeo Goudreau new Montreal Manager.

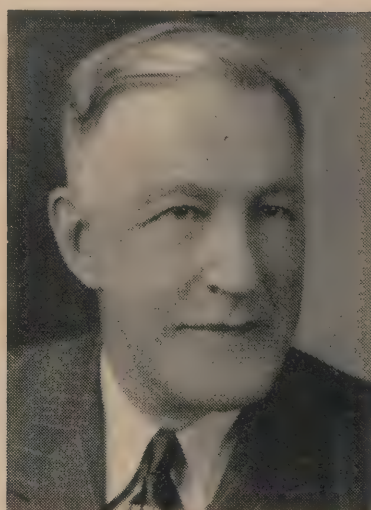
DECEMBER

Famous Players acquire Hollywood, Toronto, as replacement for Shea's; to be hooked up with Palace and Runnymede as first-run outlet . . . Nat Taylor elected Chief Barker, Variety Club Tent No. 28;



OSCAR R. HANSON

Dan Krendel, new 1st Assistant Chief Barker; J. J. Fitzgibbons, Jr., 2nd Assistant; Chet Friedman, Property Master; Al Troyer, Dough Guy . . . Sam Kunitzky's Montreal Branch tops UA sales drives . . . Victor Hoare, Lion International Films, visits Toronto . . . JARO's "Battle of the River Plate" scuttles all British film records . . . Elvis



JAMES A. WHITEBONE

Presley's "Love Me Tender" a riot in Toronto opening . . . RKO announces 14 releases for first six months of 1957 . . . Bob Murphy resigns as Paramount Saint John Manager; succeeded by Norm Simpson . . . A. W. Perry, Mark Plottel, and M. J. "Mickey" Isman to Hollywood for Universal sales conference . . . New 9-theatre

hook-up for first-run Toronto announced; seven Twinex houses to join with F-P's Oakwood, and B & F's Century . . . Quebec Government rules children may see "Ten Commandments" . . . UA hosts to Toronto Press at luncheon for ad-pub chief Roger Lewis and Mori Kruschen . . . Winnipeg Pioneers hold annual meeting; Hy Swartz re-elected President for second term . . . M-G-M trade-screens "Teahouse of the August Moon", a fabulous picture . . . Vancouver Pioneers elect Ivan Ackery as President . . . Doris Robert, Granby exhibitor, re-elected President, Quebec Allied Theatrical Industries . . . Art Milligan succeeds Jimmy Sturgess as President, IATSE Local 173; Lou Lodge new business agent . . . Odeon Theatres sue 20th Century-Fox to prevent them from supplying CinemaScope version of "Oklahoma!" to Famous Players; F-P served with injunction, later dismissed . . . Todd AO "Oklahoma!" in 33rd week, Tivoli, Toronto, 31st week, Alouette, Montreal; "Cinerama Holiday" in 37th week, Imperial, Montreal.



Scene of the final banquet at the F-P Western Division Conference, held in Edmonton, Alta., at which seven new members were inducted into Famous Players' 25-Year Club.



A general view of the 400-odd Industry members and friends who gathered to pay honor to Oscar R. Hanson, Canadian Picture Pioneers' choice as "Pioneer of the Year."

SEASONS

FILM DELIVERY LIMITED

OVER THIRTY YEARS . . . PROMPT . . . SURE . . . AND ACCURATE TRANSPORTATION

GEORGE ALTMAN, President

Round the clock film delivery service
for Theatre and Television

Bill Pfaff • Dick Brydges

GREETINGS

SEASON'S GREETINGS

AND

Best Wishes for the New Year

FROM

THE STAFF OF

GENERAL THEATRE SUPPLY COMPANY
LIMITED

HALIFAX - SAINT JOHN - MONTREAL - OTTAWA - TORONTO - TIMMINS
LONDON - WINNIPEG - CALGARY - EDMONTON - VANCOUVER



SEASON'S GREETINGS

**Theatre
Confections Ltd.**

284 KING STREET EAST, TORONTO

BRANCHES

VANCOUVER WINNIPEG MONTREAL

Successful Canadian Box-Office Promotions To Increase Snack Bar Sales

By JOHN G. FLANAGAN

It has been the policy of Theatre Confections to use trailers, spot announcements, lucky licence plates, and other gimmicks to attract patrons to our concession bars. In addition to these merchandising aids we have each year operated a major contest for a six to eight week period. These contests were usually tied in with one or more of our suppliers who paid part of the cost. This year we decided to try something different, and I'd like to take a few minutes to present to you our bonus bill promotion.

This promotion is certainly not original, as the basic idea has been used for years in other industries—all we did was give it a new twist. In setting up our own promotion, we added several things to a self-liquidating premium idea to suit our requirements. We knew if the promotion was to be successful we had to obtain premiums that would give real value and be attractive to our patrons. Having had no previous experience in this field, we used the services of a premium company to assist us in setting up the mechanics of the promotion. The premium company agreed to supply us with a variety of items on consignment. This was most important, as it relieved us of the responsibility of purchasing the premiums and also eliminated the danger of us being left with an inventory that would have to be liquidated at a loss.

When choosing our premiums, we tried to select items that we could offer our patrons at about 50% of their normal retail value. For example, we offered a boy scout knife that normally retailed at 80c for 40c and four bonus bills. This was not only a bargain for our customers, but it also gave a psychological value of 10c to each bonus bill. Incidentally, we added a small amount to our cost on each item to cover shipping and display costs, but we were still able to sell them at about 50% of the normal retail as our premium house had access to job lots and end-of-line merchandise that were purchased at considerably less than normal wholesale cost.

To start the promotion, we offered sixteen items, ranging in price from 15c to a dollar, and surprisingly enough we had to go to higher priced lines. In order to purchase a premium, the patron would first have to obtain the necessary number of bonus bills from our concession bars. One bonus bill was given with every 10c worth of merchandise purchased at the bar. Our first thought was to restrict bonus bills to the

The Concessions Bar or Candy Counter has over the years become one of the most important sources of revenue for exhibitors everywhere. Under the direction of J. J. Fitzgibbons, Jr., Theatre Confections Limited has become one of the most successful operations of its kind on the North American continent. Jack Fitzgibbons served a term as President of the National Association of Concessionaires, formerly the Popcorn and Concessions Association, and is now on the National Council of the Association. At the Famous Players Eastern and Western Division conferences, held this Fall in Niagara Falls, Ont., and Edmonton, Alta., the demonstration of confection promotions, put on by the Theatre Confections crew, comprising Jack Fitzgibbons, Andy Rouse, John Flanagan, Ken Wells, Harry Sullivan, Norm Rea and Frank Troy, were the high spots of both meetings.

The above paper was read to the NAC Convention in New York last September, by John Flanagan, Manager of Theatre Confections' Drive-In Division, and typifies the wideawake sales promotion efforts being constantly employed by TCL.

high profit lines, but we decided to give them with all items, even cigarettes. Our reasoning was that as these premiums were self-liquidating it wouldn't cost us anything to include our low profit lines in the promotion.

After selecting the original sixteen items, we set up displays in our head office and sent them complete to the theatre for installation.

This type of promotion is very flexible and it can with minor changes be tailored to fit any situation, either indoor or drive-in. By changing the premiums regularly the interest of your patrons can be maintained. Of course, the best feature is that it can be operated at no cost to the theatre.

Although this promotion was a test with us and used only in four drive-ins and one indoor theatre, we were very pleased with the results obtained. All theatres showed an increase in return per patron and we plan to make it available to the rest of our arenas and indoor theatres this winter.

Salutations From

MEXICANA MUNDIAL S.A.

MONTREAL



Distributors

of

1955

LE DROIT DE NAITRE

(The Right To Be Born)

and

1956

CEUX QUI NE DOIVENT PAS NAITRE

(Those Who Should Not Be Born)

and

1957

UN DIVORCE

and

IN EASTMAN COLOR

AVEC QUI SORT VOTRE FILLE?

(Who's Your Daughter Running With?)

EXHIBITORS HAVE DEPENDED ON REPUBLIC



HERBERT J. YATES presents

A Woman's Devotion

RALPH MEEKER · JANICE RULE · PAUL HENREID

With ROSENDA MONTEROS · Produced by JOHN BASH · Directed by PAUL HENREID · Story & Screenplay by ROBERT HILL · A REPUBLIC PRODUCTION

TRUCOLOR by Consolidated Film Industries

A SUSPENSE DRAMA

sparked by the lovers of the Broadway hit, "PICNIC"

C'S BOXOFFICE PICTURES FOR 20 YEARS

*and Republic
continues to deliver!*

ZANZABUKU

THE MAVERICK QUEEN

DAKOTA INCIDENT

THUNDER OVER ARIZONA

A STRANGE ADVENTURE

LISBON

DANIEL BOONE, TRAIL BLAZER

SCANDAL, INC.

THE MAN IS ARMED



CURRENT RELEASES

WITH PRIDE IN THE ACHIEVEMENTS OF THE PAST
AND CONFIDENCE IN THE FUTURE... WE URGE
YOU TO MAKE IT A "HAPPY NEW YEAR" WITH
REPUBLIC PICTURES

THE CONGRESS DANCES

CinemaScope TRUCOLOR by Consolidated Film Industries
JOHANNA MATZ • RUDOLF PRACK • HANNELORE BOLLMANN

ACCUSED OF MURDER

NATURAMA TRUCOLOR by Consolidated Film Industries
DAVID BRIAN • VERA RALSTON • SIDNEY BLACKMER

AFFAIR IN RENO

NATURAMA

JOHN LUND • DORIS SINGLETON • JOHN ARCHER

DURANGO GUNFIGHTER

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ANNA MARIA ALBERGHETTI • BEN COOPER • JIM DAVIS

Distributed in Canada by J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LIMITED.

***Season's Greetings
and
Best Wishes***

*To All the
Members of the Motion
Picture Industry*

**MANITOBA
MOTION PICTURE
EXHIBITORS
ASSOCIATION**

300 New Hargrave Bldg.

Winnipeg, Manitoba

*The Season's
Best
Wishes
From*

***The
Maritime
Motion
Picture
Exhibitors
Association***



President
A. J. MASON
Springhill, N.S.

Secretary
G. A. WALTERS
Charlottetown, P.E.I.

"Sincere Holiday Greetings"



BERNIE PENNY AND STAFF

Service Confections Ltd.

WESTERN SUPER-PUFFT POPCORN CO.

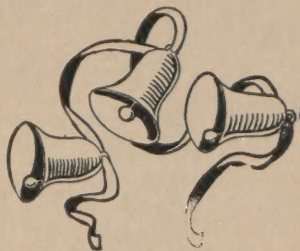
**243 LILAC STREET
WINNIPEG, MANITOBA**



Wishing you a Merry Christmas
and a Happy and Prosperous 1957,
and it will be if you have Foto-Nite.

Foto-Nite

Amateur Shows Ltd.



Season's Greetings

and

Best Wishes

F. G. SPENCER COMPANY LIMITED
Saint John, New Brunswick

A Very Merry Christmas



THE SUMMERVILLES

**W. A. Sr.
BILLY Jr., DON**

Prince of Wales Theatre — Toronto

A Happy New Year

*May this Holiday Season bring
you the best of all things*

ASTRAL FILMS LTD.

JERRY H. SOLWAY

IZZY ALLEN

HARRY GINSLER

BILL FORMAN

MARTY BOCKNER

HAROLD COUCH

Holiday Greetings

To The Trade

AND A SPECIAL WISH FOR
A HAPPY AND
PROSPEROUS NEW YEAR
TO ALL INDEPENDENT THEATRE OWNERS



Allied Theatres

BEN FREEDMAN
PRESIDENT

*Season's
Greetings*



**Alberta
Theatres
Association**

A. W. SHACKLEFORD,
President

MATT PARK,
Secretary-Treasurer

**Season's
Greetings**

*to all our
fellow exhibitors*



**BRITISH COLUMBIA
EXHIBITORS
ASSOCIATION**

OWEN BIRD
President

*Holiday
Greetings*

**Saskatchewan
Exhibitors
Association**



J. DUANE McKENZIE
President

**Season's
Greetings**



**Motion
Picture
Theatres
Association
of Ontario**

Arch H. Jolley
Executive Secretary

*The Season's Greetings
and Best Wishes*



MAY THE NEW YEAR BRING
TO YOU AND YOURS THE
BEST OF ALL THINGS



REGIONAL THEATRES

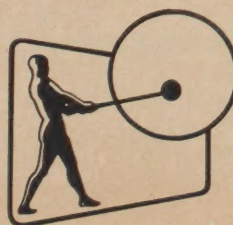
20 CARLTON ST., TORONTO

*Compliments
of the
Season*

FROM



A PRODUCTION OF



J. Arthur Rank
**SCREEN ADVERTISING SERVICES
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20 CARLTON ST.

TORONTO

IT'S ON THE WAY FROM RKO!

--for the most
prosperous
engagement
you ever had!

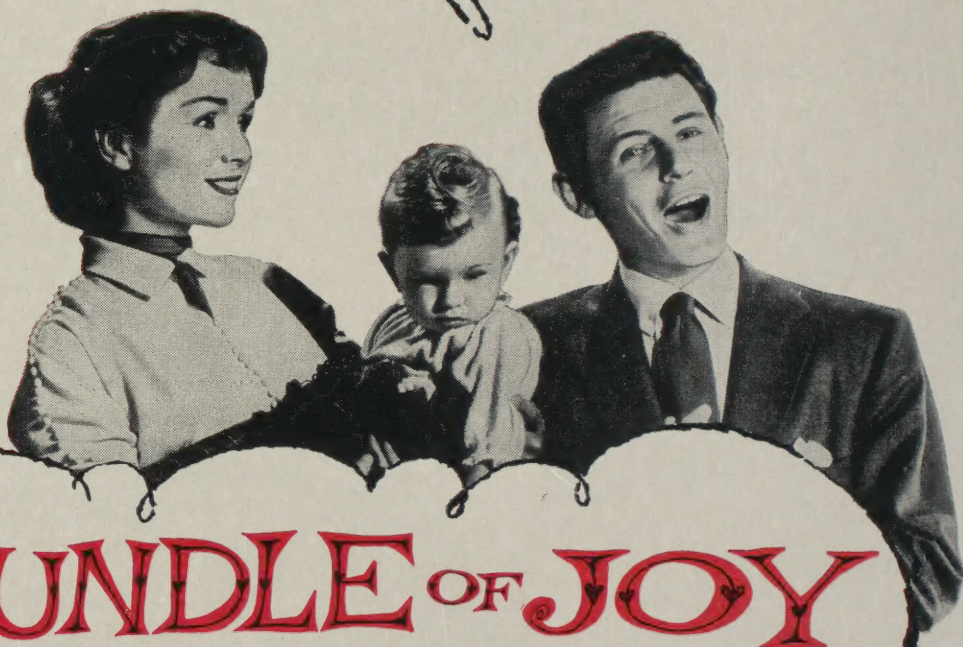
**5 HAPPY
REASONS**
why
"Bundle
of Joy"
is a
box-office
gift...

1. Eddie's first movie—
and he's No. 1 with
millions of fans!
2. Eddie and Debbie—
America's New Sweet-
hearts together for the
first time in a movie!
3. 6 headed-for-the-hit-
parade songs—sung
by Eddie and Debbie
—and the rest of this
wonderful cast!
4. It's Technicolor and
Wide Screen—to get
them away from their
TV sets and into your
theatre!
5. It has wonderfully warm fun
all the way—Toys... Songs
... and a lot of the fun takes
place in a Department Store...
think of the tie-ups for you!



EDDIE
FISHER

DEBBIE
REYNOLDS



IN
BUNDLE OF JOY

co-starring

ADOLPHE MENJOU TOMMY NOONAN

TECHNICOLOR®

with Nita TALBOT Una MERKEL Melville COOPER Bill GOODWIN Howard McNEAR

Produced by EDMUND GRAINGER, Screen Play by NORMAN KRASNA, ROBERT CARSON and ARTHUR SHEEKMAN • Story by FELIX JACKSON

Directed by NORMAN TAUROG • Musical Numbers and Dances Staged by NICK CASTLE • Lyrics by MACK GORDON • Music by JOSEF MYROW



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*A Christmas Gift
For Boxoffices
Everywhere!*

ARRANGE YOUR
EARLY DATE
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ON THE COUNTRY'S
NEWEST CRAZE!



BUD and LOU
ABBOTT and COSTELLO

**DANCE WITH ME,
HENRY!**

Lou gets
the beat
in the coolest
session
that ever rocked
the screen!



Featuring
GIGI PERREAU · RUSTY HAMER · MARY WICKES · TED DE CORSIA · RON HARGRAVE
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